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ABSTRACT

Presented are the proceedings of the European Conference for National Parks and Equivalent Reserves held at the Peak National Park Study Centre, Castleton, England in 1978. Thirty-nine representatives from 10 countries focused on the relationship between the parks and the people connected with them (the local people, the visitors, and the park staff). The resolution of human conflicts in inhabited landscapes is emphasized. (BT)

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PARKS AND PEOPLE

A European Conference for Naturparke/Parcs
Naturels/National Parks (U.K.) and equivalent
reserves, held at the Peak National Park Study
Centre — Losehill Hall, Castleton, Derbyshire
(U.K.), September 25 - 29, 1978.

Conference Director : Rosie Simpson, Lecturer, Losehill Hall.

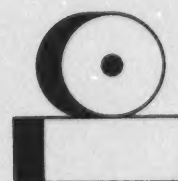
Conference Chairman: Theo. Burrell, National Park Officer, Peak
National Park.

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PARKS AND PEOPLE

Report on the European Conference at Losehill Hall

September 25 — 29, 1978

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PARKS AND PEOPLE

Report on the European Conference at Losehill Hall

September 25 — 29, 1978

Programme of Films and Visits

Monday, 25 September, 1978

Evening:

Film: Green and Pleasant Land.

Cartoon: For your Pleasure.

Tuesday, 26 September, 1978

Afternoon:

Guided walk to Edale (Ranger, Gordon Miller)

— visit to Fieldhead Information Centre and Pennine Way, meeting rangers.

Wednesday, 27 September, 1978

Afternoon:

Visit to North Lees Estate (Phil Bennell, Assistant Director,
Management, Peak National Park).

Evening:

'Britain Beautiful' — Slide Tape Presentation by Stanley Jeeves, C.P.R.E.

Thursday, 28 September, 1978

Afternoon:

Visit to Chatsworth Farmyard and Forestry Exhibition;

Welcome by Her Grace, The Duchess of Devonshire.

Visit to Bakewell Information Centre (Andrew Greenwood, Information
Officer, Peak National Park).

Friday, 29 September, 1978

Full Day:

Optional visit to Sherwood Forest Visitor Centre,
Nottinghamshire County Council.

Welcoming Address

IVOR MORTEN, Vice-Chairman, Peak Park Joint Planning Board.

In September 1977, the first conference to involve local managers of U.K. National Parks and their continental equivalents was held at the Losehill Hall National Park Study Centre, near Castleton in Derbyshire. The theme of the conference was 'European Heritage Landscapes', the overall name used to include British National Parks, *Parcs Naturels* in France, *Naturparke* in Germany and other similar Category C landscapes, as defined by the Council of Europe.

The conference attracted 52 participants from both European countries, and, further afield, from Canada, the U.S.A. and Australia. Encouraged by the success of this first, largely informal, conference for local managers and staff, we decided to hold another meeting along similar lines this year, to enable the people actually concerned with managing these landscapes to exchange practical information and ideas. An important discussion point which arose during last year's conference was the relationship between the Parks and the people connected with them – the local people, the visitors and the Park staff. The theme for this year's conference, 'Parks and People', stemmed directly from this concern, and its aim was to study how the human conflicts in inhabited heritage landscapes can be resolved.

With the emphasis being on practical matters, it was felt that formal papers and long speeches were not the best way to exchange information and ideas. A similar approach to that of the 1977 conference was therefore adopted, where, following the presentation of 3 short papers, each day, the participants split into small discussion groups which then produce conclusions. The success of this approach may be judged by the results presented here of what proved to be a stimulating and useful conference.

Mr. Morten welcomed participants from European *Parcs Naturels*, *Naturparke* and National Parks.

In his Address, he referred to the main problem of parks being one of reconciliation. Of the various degrees of conflict, there are problems with farming, problems with too many people, and, in Mr. Morten's opinion the greatest problem of large-scale intrusion by industry. The loss of farming land to industry cannot go on forever.

The spread of concrete takes in even the higher areas of excellent landscape value – reservoirs, of which there are 52 within the Peak National Park and 72 'in and around' the area, can be regarded as a waste of land. Since higher and lower lands are farmed together, the introduction of reservoirs into the high areas also affects the lower lands. The problem is one of our excessive use of clean water. The desalination of seawater could help relieve these problems, albeit expensively. Activities such as the sinking of bore holes can affect the flora of an area within a short period of time – 15 years or less.

Parks as a whole must be prepared to cater for more leisure time in the future, an additional pressure on the countryside. As part of the attempt to reduce unemployment, the Manpower Services Commission and schemes for school leavers bring many young people to work in the outdoor environment, which will give these people an insight into the care of the countryside.

We look to an age when the environment and its understanding are not the last thoughts, but the first thoughts in relation to economic considerations. It could be said in the U.K. that dogs have more voting power than humans! Economic values need to be put on the environment.

The 'Category C' landscapes of the Council of Europe's definition could be called 'clean' landscapes. Areas must be kept so that people want to look at them, and it could be asked whether we are building anything today that people in 200 years will pay to see? Investment should be aimed at securing a decent way of life, and this consideration should override 'paper money'

problems. The right of people to live and work is more important than this. Monetary meetings such as those of the International Monetary Fund (IMF) should be taking environment considerations into account.

As King George VI of Britain said,

"The wildlife of today is not ours to dispose of as we please. We have it in trust. We must account for it to those who come after".

TUESDAY, 26 SEPTEMBER, 1978

INTERPRETATION AND ENVIRONMENTAL EDUCATION

The Role of Interpretation

MICHAEL DOWER, Director, Dartington Amenity Research Trust (D.A.R.T.)

How do different countries define the word interpretation? Mr. Dower gave an English definition as, "The art of telling a story of a place so that people understand it, and the meaning of it", the keyword being to *understand*.

The words used in different countries that roughly correspond to 'interpretation' include *animation* (France & Portugal), *Belebung* (Germany), *Interpretatie* (Holland), *Fordmilding* (Denmark - means literally 'to procure') and *pikononia* (Greece). The Finns use the word 'interpretation' at the moment, lacking an appropriate word of their own. In Ireland the concept behind the word, rather than the word itself is used, and in Poland interpretation is not treated as a separate discipline in their information points and museums.

There are two purposes to interpretation: (1) to increase people's understanding and their enjoyment; and (2) to help the countryside planners and authorities to protect the countryside. By means of interpretation, people can be guided.

The countryside itself is the major 'interpreter' but for some sites (e.g. Roman ruins) the features alone do not tell the story, and it is here that interpretation is needed. A spectrum of such interpretation exists - in the Peak National Park, for instance, the

boundary sign based on a millstone is itself interpretive and the level of interpretation goes right up to that provided at Losehill Hall, the residential study centre. The different types of interpretation form a strategy, each having its own place in the overall scheme. The reconstruction of sites, and, in America, the re-enactment of scenes from history, complete with costumes, are further approaches to interpretation.

The German Experience

RAY TAYLOR, Countryside Commission Regional Officer.

Dr. Hans Köpp was unable to attend the conference, so Mr. Taylor stepped in at the request of the Principal of Losehill Hall, to give a personal view of the German approach to interpretation and environmental education.

In 1909, the Nature Reserve Association was formed to acquire 3 major parks, representing parts of the northern plain, the central uplands and the Alps (now in Austria). Nature Parks were proposed after the 2nd World War by Alfred Toepfer, and they now cover an area of approximately 4.5 million hectares in West Germany.

The Nature Parks ('Naturparke') are seen as serving a holiday recreational need, and are thus located in areas 'under pressure' from the public. Like U.K. National Parks, the land in the German Naturparke is not state-owned. The problems encountered in the Naturparke are also similar to U.K. problems - a current proposal is to by-pass the River Danube with a canal, which will cut through a scenic Bavarian valley.

Interpretation provided in the Naturparke varies from the panels provided for visitor orientation to a large amount of waymarking, which would perhaps seem excessive to U.K. eyes, right up to Open Air Museums such as that in Upper Bavaria.

There are only 2 National Parks to have been designated so far in West Germany - Bavarian Forest National Park, and Königsee National Park. For the first Park, the Bavarian Forest, 13,000 hectares near the Czech border were designated, and the Park received I.U.C.N. recognition in 1972. The area is important for logging and there are 8 villages within the state-owned park.

Looking at interpretation in the light of the aims of the I.U.C.N. there are 4 main approaches. First, areas are reserved for undisturbed nature. For the purposes of research, the Bavarian National Park has set aside 4 phenological gardens to compare growth and life form of plants in different areas of the Park. The third aim of education will be significant since designation of the National Park has led to a dramatic increase in the numbers of visitors. Visitor guidance has proved a problem since the area is threaded with roads which could not be closed. The Park managers have provided 4 'honeypot' areas to attract visitors: (1) a Woodland Play Area; (2) a Rock Walking Area – a series of rock outcrops; (3) a 'Man's Effects' Area – including history trails; and (4) an Informationhaus with a nearby Enclosure Zone (5 square kilometers in area) containing animal and plant species which are rare or non-existent in other parts of the Park.

All trails use an animal (bird or mammal) symbol and the signs are produced in a common 'house-style' by local wood carvers. Interpretation of these trails is very extensive – there may be 35 signboards on one trail, each visible from the previous one and each providing more than 200 words of information.

Probably Europe's most expensive visitor centre, Paffendorf Castle in Bavaria, highlights the use of lignite in its displays. Many villagers were moved to enable lignite extraction to continue, but 80% of them said that they preferred their new areas, and this demonstrates, according to Ray Taylor, the power of interpretation – a power which must be handled carefully.

Interpretation and Education

PETER TOWNSEND, Principal, Losehill Hall National Park Study Centre.

Both Interpretation and Environmental Education are concerned with revelation and understanding; two qualities which are very rarely achieved by man. Interpretation has been classically defined by Freeman Tilden¹ as . . . "an educational activity which aims to

reveal meanings and relationships through the use of original objects by first hand experience and by illustrative media, rather than simply to communicate factual information". Environmental education has been defined by the I.U.C.N.² as . . . "the process of recognising values and clarifying concepts in order to develop skills and attitudes necessary to *understand* and appreciate the inter-relationships among man, his culture and his biophysical surroundings".

So Interpretation could be regarded as a specialism springing from the broad generalisation of Environmental Education. In National Parks in the U.K., that specialisation identifies itself with conservation of a rural landscape for the general public who visit and recreate. How we communicate our aims to the visitor is the vitally important objective in creating understanding.

A clear process of communication is the next step. Education might be said to start with:

'Facts' – that are necessary to develop . . .
'Skills' – that all lead to the formation of a scale of . . . 'Values'.

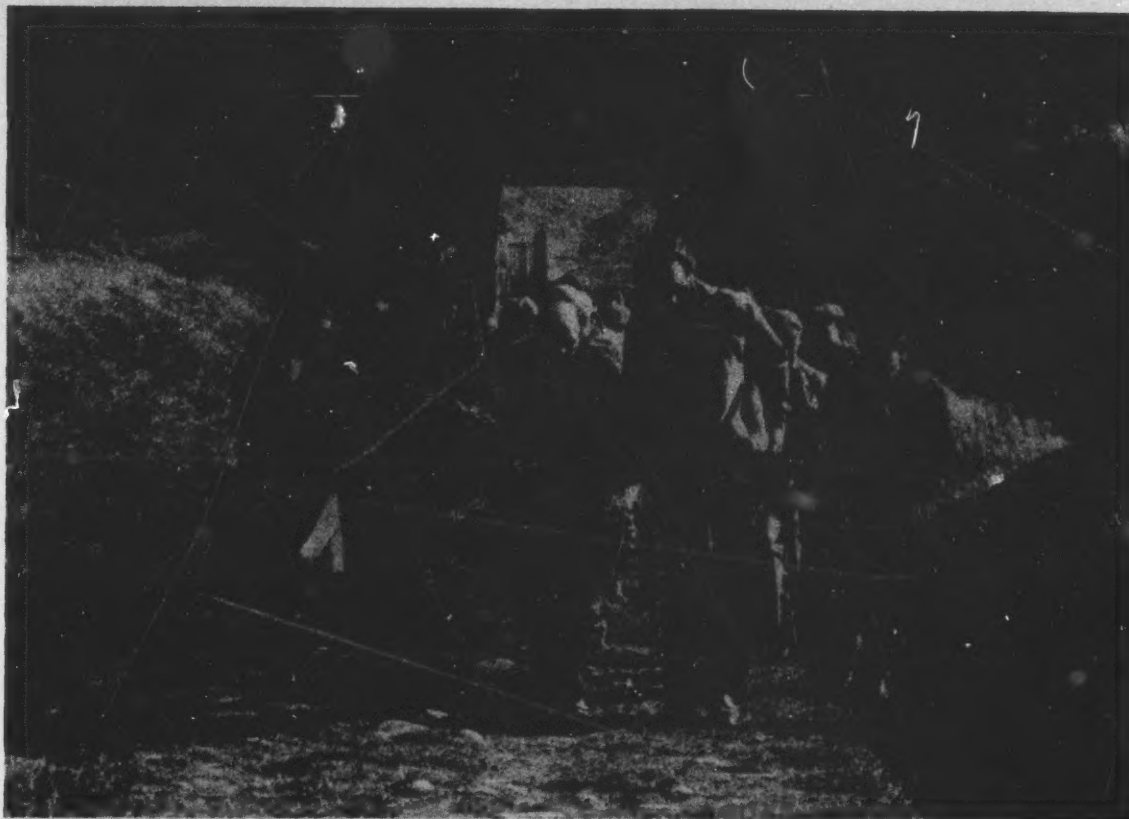
It is our scale of values or our attitudes which determine the way we will react to environments like National Parks.

Information is essential to start with and is only effective if it is :-

- (1) Relevant – too often we are bombarded with lists of facts and figures which hide the truly significant facts. Selectivity is the key.
- (2) Memorable – reference to unwieldy and cumbersome facts can create barriers. An example is the usual nature trail leaflet which lists numerous botanical names for flora and fauna.
- (3) Available – the visitor who seeks to read information presented in leaflets from Information Centres needs to be able to find his facts fast. Too often the encyclopaedic approach hides the real facts.

Most skills are essential, simple and easily grasped. Navigation in the countryside is an example of a basic skill often necessary for the enjoyment of a landscape. So often it is assumed that such a skill has been acquired in our schooling. This is plainly not so when one observes human behaviour in the countryside. Centres such as Losehill Hall run courses designed to develop such skills.

Attitudes are often life-long habits and not easily changed. Usually they are environmentally determined (by the family or peer groups) and not taught. They are also most difficult to change, yet so often conservationists attempt just this. The Country Code in the U.K. (designed to advise visitors to the



Peak Park Ranger Gordon Miller deep in discussion as the Group walk around the Edale area.

countryside on just this subject) has manifestly failed, even though it has been printed and distributed on millions of leaflets.

There are many ways open to the Environmental Educator or the Interpreter³ and this is well illustrated in the range of publications, information centres, study centres, guided walks and trails which a visitor to a National Park can enjoy. To a large extent the development has been haphazard. Research is currently outlining some new directions for action.

The casual visitor to the countryside is the most common user. Information is necessary when he arrives, but surely more important during preparation for his visit. Protection of the environment can be achieved by ensuring that the visitor leaves the city already briefed. Is it a valid criticism to suggest that more well informed visitors are worse than a smaller number of well informed visitors?

So, where communication takes place can be important. In the countryside, this is usually achieved by trail leaflets or guided walks which demand a high degree of commitment or literacy. The purpose built visitor centre tries to inform and orientate the visitor upon his arrival. Preconceptions however must remain notoriously difficult to dislodge. As regards communication in the city, television advertising of behaviour in National Parks has been tried on a small scale in the

U.K. More and more literature is published by the National Parks through their Youth and School Liaison Officers. Is this the way forward?

The question of timing can be influential. Most visitors to the countryside in the U.K. come in summer. Should our resources for communication then be seasonal? Many permanent visitor centres have developed in contradiction to that idea. More recently, seasonal facilities such as guided walks and cycle hire schemes have appeared and their appeal is that for most of the year their presence goes undetected.

In conclusion it could be said that it is the job of those conservationists, who work in National Parks, to understand, sympathise and positively respond to the words of Pirsig⁴. . . "We arrived at the turnoff to Crater Lake and go up a neat road into the National Park — clean, tidy and preserved. This doesn't win any prizes for quality either. It turns into a museum. Maybe the National Park Service should set just one pile of beer cans in the middle of all that lava and then it would come to life".

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1. Freeman Tilden. *Interpreting our Heritage*. 1957.
2. I.U.C.N. Environmental Education Working Party Report. 1977.
3. Peak National Park Plan. Chapter 11. 1978.
4. Robert M. Pirsig. *Zen and the Art of Motor Cycle Maintenance*. 1974.

DISCUSSION TOPICS AND CONCLUSIONS

Interpretation and Environmental Education

Discussion Group 1 – THE ROLE OF INTERPRETATION – Chaired by Michael Dower.

Topics

- (1) How successful has interpretation been in managing sites and visitors?
- (2) How well has interpretation related to the visitor?
- (3) What are the most suitable types of interpretation in the context of Parcs Naturels, National Parks (UK) and other Heritage Landscapes?

Conclusions

- (i) Interpretation is a useful management tool.
- (ii) It must however be recognised that in 'high value' areas, interpretation can sometimes increase the problems already there. (For example, the introduction of an Information and Interpretation Centre into a sensitive area may prove to be an additional attracting feature into an already 'overloaded' area.)
- (iii) Interpretation needs to be used at different levels so as to reach the whole population i.e. to be 'aimed' at those interested in botany, geology, walking, climbing, etc.
- (iv) As a management tool, interpretation may be used to draw people away from 'problem' areas into less sensitive regions. The education of those people wishing to visit National Parks and their equivalents would be a more fundamental approach to this problem.
- (v) It should be recognised that interpretation is *part* of an overall management effort, and needs to be co-ordinated with other methods of management.

Discussion Group 2 – THE GERMAN EXPERIENCE – Chaired by Ray Taylor.

Topics

- (1) Can interpretation be objective?
- (2) Do different national characteristics lead to different approaches in interpretation?

Conclusions

- (i) Interpretation purely of natural history can be essentially objective. However, land use and historical interpretation are inevitably subjective. Differences in



Lord Sandford (left) talks to Dr. Peter Heron on Hollins Cross, in the Hope Valley.

approach to interpretation must take these aspects into account.

- (ii) Yes, national characteristics are important in interpretation. Proper attention must be given to social and cultural differences between countries. This leads to the conclusion that solutions to problems in inhabited heritage landscapes must often be local solutions. One answer will not fit all situations.

Discussion Group 3 – INTERPRETATION AND EDUCATION – Chaired by Peter Townsend.

Topics

- (1) Do interpretation and environmental education have similar or different aims?
- (2) Who are the best people to carry out the aims – the rural conservationists and planners or the urban based educators?
- (3) What are we trying to communicate and with whom?

Conclusions

- (i) There is no one answer to this question. Much depends on definitions of the words themselves. Since educationalists have existed for a long time, their views often predominate in establishing the aims of interpretation.
- (ii) Rural-based conservationists (albeit probably including planners) are the best people to carry out the aims of interpretation. The force of individual personality is none the less an extremely significant factor – people from urban environ-

ments who can convey enthusiasm can be invaluable in interpreting national parks and their equivalents.

- (iii) It should be recognised that to some extent interpreters are "preaching to the converted" and it may be that only a relatively small proportion of a population (perhaps one million in the U.K.) are coming to the countryside to have it 'interpreted' to them.

INTRODUCTION

Councillor NORMAN WILSON, Chairman, Peak Park Joint Planning Board.

Councillor Wilson introduced Lord Sandford and was pleased to welcome such a distinguished speaker. Lord Sandford, he explained, had chaired the National Park Policies Review Committee, which had produced the latest definitive study (The Sandford Report) of National Parks in 1974.

Keynote Address

LORD SANDFORD, President, Council for Environmental Education.

After commending the Peak Park Joint Planning Board and its officers for staging this second conference on heritage landscapes, Lord Sandford thanked the participants for speaking English and emphasised the importance of nomenclature.

Spiritual values, romance and poetry are all part of the national park 'experience' and should not be ignored.

The 'total approach' to comprehensive park management has as one of its main aims the raising of the quality of life lived by the local people in those rural areas enjoyed by visitors from the cities. Management must aim to make the most of the countryside.

Looking now at the situation in several European countries, FRANCE has nearly 10 National Parks and perhaps 20 or more Parc Naturels. Park designation only started in 1967. The National Parks are surrounded by 'buffer zones' which should receive economic stimulation to revive declining rural communities, and in which facilities for tourists should be provided, rather than in the Park itself.

In GERMANY, for the past 50 years or so there have been developed roughly 53 Naturparke, which can be viewed in British terms as urban fringe developments in which 'landscape for recreation' is the emphasis,

with footpaths and picnic areas. The 'Land Consolidation Law' revised the inheritance system of land ownership (where land became fragmented as it was divided between the children) but led to loss of hedgerows in the cause of intensive agricultural production. The results of proposed modifications to this law are still awaited. It appears that in Germany, income from non-agricultural sources on the farm may compensate for farming losses in poor years.

The approach in HOLLAND to park management is that the purpose of designating 'national landscapes' is that the farmer acts as a land agent for the area concerned. This same attention to the importance of the farmers in maintaining the landscape is not accorded to such an extent to U.K. farmers.

In Europe as a whole, the Common Agricultural Policy (C.A.P.) is under review, including the 'less favoured areas directive'. When new member countries join the Community, great strain will be placed on the C.A.P. Conditions for giving grants for agricultural improvement are at present difficult to define, but may be extensive.

The history of official concern for the countryside in BRITAIN starts with the Green Belts designated around cities and designed to restrain building development. National Park designation started in 1951, with the aims of conserving and enhancing the countryside, and of promoting the enjoyment of these areas by the public. Areas of Outstanding Natural Beauty (A.O.N.B.s) are primarily protectional in character, as are to a lesser extent the more recently designated Heritage Coasts. None of the purposes of designation of any of these areas refer to the local people.

An aspiration common to European countries now emerges concerning the total approach to park management. A guideline in the French 'buffer zones' is to raise and improve the economy and welfare of rural communities, and perhaps the farmer (as in Holland's view) is the best person to implement this approach.

The current British scene involves the continuing review of the 5-year National Park Plans, and also a review of National Park administration. The Countryside Commission will continue with its experiments in urban fringes. As regards studies of Parks, that by John Waterhouse of Dartmoor National Park is as good a model as one is likely to find for each initial reconnaissance.

Following this overview of the European national parks and equivalents, Lord Sandford then invited participants to share his thoughts on how the European agencies can help. He suggested that an E.E.C. instrument

supplementary to and better fitted than the C.A.P. for raising rural economies and the quality of rural life of members, might be needed. This would benefit the 'less favoured areas' in particular, and help the new members, while not adding to wine, milk and olive oil 'lakes'.

A concerted action research programme to look into comprehensive rural management is needed from the E.E.C., which would identify the common problems and discuss broadly what needs to be done. Further studies need to be undertaken by, say, the O.E.C.D. or the Council of Europe, into national policies for reconciling conservation and development, but again enlarging their brief to cover all the issues of rural management eg. recreation in the urban fringe. A European award scheme should be considered, perhaps run by the Council of Europe, for the most imaginative local scheme in comprehensive rural management each year. Such an award would almost certainly lead to national award schemes concentrated on the best established practice.

The decline of villages, of current concern in Britain, as part of change in rural life, should be handled better, although measured against a 50-year background the decline may be non-existent. Enormous progress has been made on almost every count in the countryside of Europe. The 'Arcadia' of those first cultured Europeans, the Greeks, may be approached and reached - Arcadia that is not for the few but for all those who live and work there, for all those who visit from the city and holiday from abroad and for all those who follow in succeeding generations. It is a large task but not beyond our reach.

WEDNESDAY, 27 SEPTEMBER, 1978

MEETING THE PUBLIC

Press and People

CRISPIN GILL, Editor, *The Countryman*.

The last time I spoke at Losehill Hall was to a conference of planners, who at the end of a long weekend all seemed to be sobbing 'nobody loves us'.

The English experience of planning, thirty years since our major Planning Act, has been of negative control, a 'don't do this' approach. So planning became a dirty word and created an antagonism. Now it is moving into a more positive, active, area, which is more creative. But there is still this background of dislike and distrust to overcome. At the Anglo-French Conference on the Countryside at Blois a year or so back the emphasis emerged on management, and the doctrine was preached that one could only plan with the consent of the people planned. This of course must apply in our kind of dual-purpose, lived-in National Park.

The official reaction has been to invent participation and consultation, with the issue of formal explanatory documents. For the people to be planned, the Park residents, this means extra reading and extra meetings, to which there is natural resistance and often little response. On top of that the planners



The Keynote Address being given by Lord Sandford in the Teaching Area of Losehill Hall. He was introduced by Councillor Norman Wilson, who is sitting next to Lord Sandford.



Participants follow the pointing finger of the ranger as he describes the landscape around Edale.

The start of the Pennine Way at Grindsbrook – as good an example as anywhere of footpath erosion by thousands of feet.



Lord Sandford, Ray Taylor and Peter Townsend (from l. to r.) in the Peak National Park Information Centre at Fieldhead, Edale.

language becomes increasingly incomprehensible to most people, and certainly to hill farmers.

But all these people read their newspapers, national and local, regional and weekly; the farmers read their trade papers and the others magazines like the *Countryman*. So if we use these channels to communicate, the people take in the message without any extra effort.



Relations with the press are important – a local paper, the Morning Telegraph (Sheffield), provided a display of some photographs and articles concerning the Peak Park. National Park Officer, Theo. Burrell, who chaired most of the conference, talks with his deputy, Harry Brunt during the session on Press and People.

This concept may be difficult to understand for people brought up in government circles, who have always worked in relative 'secrecy' and do not want plans divulged or discussed until they are so polished as to be past recall.

So in planning, and national park work, the first that most people hear of a new project is when the 'opposition' get hold of it, often with a twisted version, and when they open up with an attack. So the planners, the proposers, have to come back with a defensive statement; they are wrong-footed from the start.

Public Relations Officers should be just that; not handers-out of statements when all is cut and dried, but senior officers who sit in with the policy-makers and advise on probable public reaction, just as the other expert officers like the lawyers advise on the law. They must be listened to at that stage.

The public relations officer, and the chief executive, must know their opposite numbers on the local newspapers, because they are the vital ones. It is desirable to talk about ambitions, general ideas, things still on the drawing board, with complete frankness and to mutual advantage.

Executives should be close, but editors do not write the words down. At another level the newspaper reporter concerned, say the environmental correspondent, and his opposite number, say the PRO, should be on similar terms. One vital point of course is to identify the key, sympathetic paper in each neighbourhood if there is more than one. Both sides must be frank, trusting, know what is coming.

There is a place for hand-outs – Chris Hall of the CPRE and Bernie Sluman of the Countryside Commission produce good hand-outs, and they are much used. But many are just waste paper material. At best they are the last resort.

The first resort must be this personal link, and my final counsel is – use the newspapers to get through to the people.

The French Ecomusées

Mme LAURENCE BALAY (for M. L.P. Balay, Director, Parc Naturel d'Armorique)

Since the beginning of the 19th century most of the northern and eastern European countries have become interested in the preservation of vernacular architecture in open-air museums. In France, during the second world war, the first systematic study of rural architecture was made under the control of G. H. Riviere by the A. T. P. National Museum and ended by gathering over 1500 monographs about rural buildings all over the metropolitan region.

As a consequence of this study, a project for an open-air museum, linked with the A.T.P. museum, was worked out. This project never happened, so we had to wait until 1966 and the Lurs meeting on Natural Parks to discuss again the question on the conservation of this heritage.

So, the first Natural Parks were commissioned to take an interest in the problem. In 1968 the Natural Park of St Amand-Raismes proposed a threefold program based upon: mines, inland transport, and rural architecture. Meanwhile, the Parc d'Armorique started to establish on Ouessant Island (off the coast of Brittany) a little open-air museum and was planning another one in

the Monts d'Arree. The 'Landes de Gascogne' Park also started an open-air museum at Marqueze in 1969. Everything seemed to have begun well. However, those museums were slightly different from the almost perfect ones that can be seen in most European countries.

First of all it seemed interesting to keep, as far as possible, the selected buildings on their original sites and therefore to avoid the transportation and regrouping of buildings into a collection of different types. If a transfer had to be made it was in order to make complete a newly altered unit (e.g. Marqueze, where a barn was missing).

Secondly, it appeared that open-air museums in Natural Parks had to deal with the history of environment in a comprehensive way. The heritage of buildings and furniture then became part of an environmental unit which we started to preserve in all its dimensions and all its components.

This is how, in 1970, we started speaking about "Museum of environment" and then of "ecomuseographic spirit" until in June 1971 M. Poujade, first Minister of Environment spoke of the "Ecomuseum" during the international conference of I.C.O.M. (International Council of Museums) that was being held that year both in Paris and Grenoble.

So, the Ecomusée is the result of an experiment born with Natural Parks and conducted by them. Since then, other ecomuseums were begun outside Parks and outside rural surroundings, but they have still kept the same spirit. The new conception of museography set new problems, since it is rather easy to preserve objects, and even buildings, but the preservation of a whole environment is much more complex.

In addition, from the beginning, the Ecomusée wanted to be both about the present and the future of the region and of the society it represented. So a new concept has been worked out. It's the participation of the community in the establishment and the running of the Ecomusée.

It is very simple to create on paper such participation, and it is easy to hold a meeting and to ask for people's advice but it seems that *real* participation comes from the level of personal commitment in the future of the institution. According to the individual, this can range from participation, to an inquiry, to the giving of objects or information, to giving time to mount exhibitions and so on. It's only on these terms that the community can feel concerned about the Ecomuseum which will act as a mirror of that society, its territory and its future. Then the Ecomuseum can be exemplary as it works



Mme Balay (France) chats with Januse Rygielsky (Poland) over coffee - Mr. Brian Burrows (U.K.) stands behind.

hand in hand with the population it's made for and looks after its records.

So, it is at this level where things often become very difficult, because this policy implies a large number of people responsible for the Ecomuseum actually in the field. But as these 'people' are very often only one man, it's very seldom that they can do it properly. Since 1973, those responsible for Ecomuseums meet in a working party which is commissioned by the Federation of French Parks to define the role of Ecomuseums in the Parks and their means of action. In parallel, this working party, with the help of M. G.H. Riviere, tries to create the necessary tools for the creation of an ecomuseum and to ensure the permanent training of its members.

What is an Ecomuseum?

An Ecomuseum is a new structure which has been experimented with and established initially in the French Natural Parks between 1968 and 1971.

It assumes the functions of research, conservation, presentation, and explanation of a coherent entirety of natural and cultural elements on a given region representing a way of life and working. It expresses the relationships of man and nature through that region's time and space.

It is made up of elements of scientific and cultural value, representative of the heritage of the community it represents: un-built areas (wild natural areas, and humanized natural areas), buildings, objects, and livestock. The organisation includes: headquarters, land laboratory, meeting rooms, socio-cultural equipment, lodgings, and paths and stopping points to observe the area.

It is established and works through the participation of the community who find there a means of being conscious of and expressing their heritage and its development.

The Role of the Ranger

ERIC BARDELL, Chief Ranger, Peak Park Joint Planning Board.

As Rangers, our task is people. The situation varies from Park to Park in England and Wales as it does in Europe, whether you are in Portugal or further north in Finland. Whatever your location, the basic need of the ranger is the ability to handle people. From his point of view, people come in two sizes – those who live and work within the Park and those who visit the Park.

Here in Derbyshire the locals are mainly hill farmers and quarrymen. They are tough and plain speaking because their environment and upbringing make them so. In their daily work they are matched against the elements. That is one side. They may be difficult, so a Ranger has to get to know and help them – for without their support his job is impossible.

The statistician tells us that we have many millions of day visitors a year. Each comes with their separate requirements. For us the majority are regular visitors from the nearby cities. They need to escape from the noise and closeness of those cities. They come out many times during the year. They came as children and now they bring their own children.

They are creatures of habit and whether good or bad, their habits die hard. Yet the Park has changed a lot since they first visited 5, 10 or even 30 years ago. The situation is much the same on Dartmoor where the majority of the public using the National Park are regular and frequent visitors from the nearby city of Plymouth. The Lake District National Park faces the same problem because Lancastrians have always spent a great deal of their spare time in the Lakes.

What is the attraction? Well, first, I would suggest that the land contains some feature which acts as a magnet – perhaps water or a climbing Edge. Alternatively, the type of land management over the years has resulted in an environment which is itself attractive for recreation – in our case, limestone dales and the high moorlands.

Taking the first case of the magnet – the visitors have no particular interest in land management; it is irrelevant to their enjoyment. But their personal effect on the land and the farmer may range from 'harmless' to a 'nuisance' or worse still, 'a destructive menace'.

In the second example, where land management has created the attraction, then the visitor has an interest in aiding management which is producing what he finds attractive. He is therefore less likely to cause damage, may well restrain others from doing so and is likely to be receptive to suggestions from the land managers. For his part, the land manager may react to recreation pressure by seeking to keep people out, by fencing and patrolling, or by erecting prohibition signs. Alternatively he may try to channel them to locations where their activities can do less harm. The third possibility is to allow them a wide measure of freedom of access but to educate them so that their enjoyment does less harm to the environment or the crop. On these northern moors we have three 'crops' – grouse, sheep and water gathering and to those we might now add – visitor recreation.

In this setting, the Ranger is the first point of contact. He or she has to have a mature personality and needs to be carefully selected. Luckily there is a large and constant flow of applicants to the Peak Park Ranger Service so that we can be selective.

The role of the ranger has evolved over the years and at the time of reorganisation we have cause to thank the vision of the elected and nominated members of the Board who saw the need to offer reasonable terms of service in order to attract the type of person who would do the task they had envisaged. This has not been the case in some other parks. But our Board members wanted something more than a litter-picker or a car park attendant. They required a man or a woman who could think for themselves, work with little supervision and have that loyalty and strength of character to carry out the Board's policies despite the possible opposition of locals and the general public. The job description shows that we demand a good deal from our full-timers. Someone with self-esteem and esteem for the job, although that same self-esteem can also be an occupational hazard.

The ranger service is important but it is not an end in itself. It forms part of the larger team of planners, estate managers, and administrators who go to make up the Park staff. To play our role successfully we draw on a large cross section of people. Our organisation is based on a small, well trained and equipped full-time force, and a larger paid part-time element supported by a big volunteer back-up. The numbers in the ranger service must be set against a background of 542 square miles of Park, mostly in private ownership and only 76 or so square miles under access agreements. Byelaws cover some areas but on balance the Ranger has

little backing in law, so that much depends upon his or her own personality and powers of persuasion.

We avoid the role of policeman. The courts are the last resort as we feel that we have somehow failed in our first objective if it comes to court. Our prime task is to advise and assist. The majority of our visitors have no wish to harm what they find attractive, although often the townsman has little knowledge of country ways. Approached in the right manner, most are willing to listen and learn, and the Ranger is there to teach.

As countrymen we follow the seasons, but whereas in the past, winter was the time for our own training, repair and maintenance, now our visitors come all the year round with peak numbers during the spring and summer. Even these numbers are likely to increase as we move towards the shorter working week for factory workers. Our own day to day work entails waymarking and the supervision of work parties, with search and rescue taking place, say, three times a fortnight throughout the year. Even in this wet year, fire fighting has taken up five days. We are called in to co-operate with the police at peace rallies and pop concerts and recently, in addition to controlling the access to moors being shot by their owners, we were faced with a hundred or more 'Hunt Saboteurs' intent on demonstrating against grouse shooting. Regular talks to the young in local schools take up some afternoons whilst evening lectures are given to police cadets at their outward bound centres.

Rangers also carry out some estate work including the clearance of small areas of young woodland, some hedge laying and experiments with the surfacing of paths such as the Pennine Way. It is on these occasions that we probably make contact with most people, perhaps passing family groups or parties of walkers. They stop to enquire, 'who' and 'why'? As a result, the work done at weekends may be less but the gospel is preached, a few are converted and some useful volunteers are added to our conservation staff.

Training plays an important part in our life. It is largely practical and much of it is done 'in-service'. We build on a person's known skills and interests. To broaden their outlook we encourage rangers in their extramural activities. Last year a District Ranger led an expedition to Spitzbergen on a task put forward by the Scott Polar Institute at Cambridge, to study the movement of glaciers. This year another flew north with a party to carry out the first voluntary conservation work in an Icelandic National Park.

Next month a third takes his leave in Kenya – in the Game Parks.

Closer to home they need to be fully integrated into their local community within the Park. Some lecture in first aid at the Adult Education Centres, one is a parish councillor whilst another is chairman of the District Scout Council.

Such is the role of the ranger both on duty and off. They are the initial contact that the National Park team has with the people the Board serves – the general public.

WEDNESDAY, 27 SEPTEMBER, 1978

DISCUSSION TOPICS AND CONCLUSIONS

Meeting the Public

Discussion Group 1 – PRESS AND PEOPLE
Chaired by Crispin Gill.

Topics

- (1) The role of the Press in the planning process.
- (2) Conservation and the Press.

Conclusions

- (i) In conveying National Park/conservation/planning messages to the public the Press must be recognised for the important medium it is. Active efforts should be made whenever possible to use the services of the Press.
- (ii) Different types of newspaper/radio/television outlet should be used for different types of story. Knowledgeable and sympathetic media should be found and used.
- (iii) Frank dealings with the Press work to the benefit of all concerned.
- (iv) Basic material for a Press story should be provided in advance to enable more full treatment of the issue/decision to be given.
- (v) Early presentation of, for example, possible proposals for development in a heritage landscape, should be made to the Press. Public reaction to this will be useful in assessing the value of such proposals. The merits of formal public participation are also important.



Discussion Group 2 – THE FRENCH ECOMUSÉES – Chaired by Mme Laurence Balay.

Topics

- (1) Can the Ecomusées concept be put into practice outside France?
- (2) Can local people become more widely involved?

Conclusions

- (i) Concepts similar to the Ecomusée's are applicable to other countries. However, it seems that there is a split between the ideas of "fossilising" an area, as implied by the word museum, and fitting the Ecomuseum into a living process.
- (ii) Local people must, by definition, be involved in such an idea. They provide, in France, exhibits for the Ecomuseum.
- (iii) The Ecomusée in Brittany was established primarily by means of persuasion and contact at a personal level between the local people and the project Director. No formal mechanism exists however for consulting the local people with regard to the continued development and running of the project. The lack of such a participation mechanism may prove a disadvantage, especially if the personal contact element is lost, since the involvement of the local people is essential to the concept of the Ecomusée.
- (iv) The idea of a continuously running cine film from which certain 'frames' (pictures) are selected for preservation, is

A discussion group in action – Mme Balay (centre, facing) and the group listen to points raised by Gordon Hunt from the National Trust.

useful in understanding the concept of the Ecomusées.

Discussion Group 3 – THE ROLE OF THE RANGER – Chaired by Eric Bardell

Topics

- (1) What is the most effective use of the Ranger?
- (2) Communication with local people and visitors.
- (3) What training is necessary?

Conclusions

- (i) Ranger services in different countries have different roles. In several countries members of the Forestry Commissions have broadly similar roles to those of the Peak National Park (UK) Ranger. Local problems (e.g. poaching in Cyprus National Parks) determine the functions of the Ranger.
- (ii) As the people in the 'front line', rangers can convey the feelings of people in their area to the administrative headquarters for the landscape.
- (iii) Useful backgrounds for rangers are in Forestry and Journalism (particularly as regards television appearances). The ability to lecture and a strong feeling for public relations are also useful qualifications.

National Parks in Poland

JANUSE RYGIELSKY, President, Committee of Nature Protection (Polish Society of Tourism).

There are 13 national parks in Poland with a total area of about 100,000 hectares. There are two coastal national parks (Wolin and Slowinski National Park), three parks situated in the Polish Lowlands (Wielkopolski, Kampinos and Bialowieza), three more are located in the Upland zone (Ojcow, Swietokrzyski and Roztocze), and five national mountain parks (Karkonosze, Babia Gora, Tatra, Pieniny and Bieszczady National Park). It is planned to create a sixth national park, The Gorce National Park, in the very near future.

The Council of Ministers appoints national parks at the instigation of the Minister of Forests and Timber Industry. Moreover, the local authorities (People's Voivodship Councils) can mark out the protected areas of lower value in the form of landscape parks or areas of protected landscape.

In all national parks there are virgin regions treated as strict nature sanctuaries in which nature is the only governor. The Bialowieza National Park is entirely a sanctuary of this type. There are no man-made structures in three of our national parks, and these were included as UNESCO biosphere sanctuaries (they are: Bialowieza, Slowinski and The Babia Gora National Parks). In five national parks (Wolin, Wielkopolski, Kampinos, Ojcow and The Roztocze National Parks) you can see man's activity — these correspond to the national parks in Great Britain (Council of Europe's 'Category C' landscapes). There are different tourist attractions or other economic investments (such as quarries, dams or TV transmitters) in the remainder of the parks. Some of them possess a 'buffer' zone.

National parks are exposed to the destructive influences of industry, agriculture and motor transport. Virgin nature is also destroyed by the inhabitants of parks who do not easily conform to the restrictions of nature protection. Thus to protect nature the authorities compulsorily take over the farms in areas of some of the national parks, e.g. The Tatra or The Kampinos National Park. Nature is also destroyed by the results of mass tourism, which total in these relatively small areas (on average 7,000 hectares) reaches 1 million visitors per annum, e.g. The Tatra National Park has about 4.5 million tourists per annum.

There are certain rules which should be observed in the national parks. Pedestrians

can only walk along marked trails or main roads. The sounding of car horns while driving on the through roads in the parks is forbidden. Tourists cannot drop litter, light campfires, make a noise or take dogs for a walk in the parks, nor is bivouac-ing allowed. In some parks, tourist groups can be taken with a qualified guide only, so the few staff are unable to make people respect the rules.

Ski-ing creates special problems in the national mountain parks. It needs cable cars, chair-lifts, ski trails, hotels and noisy mechanised equipment to press a run.

With economic development, more and more factories build their boarding houses for workers (as well as people building their own summer houses) in areas near to national parks. Visitors treat the national parks mainly as recreative areas, and this clashes with the idea of using the parks as nature sanctuaries.

ACTIVITIES OF POLISH TOURIST AND COUNTRY LOVERS ASSOCIATION IN THE FIELD OF NATIONAL PARKS

The Polish Tourist and Country Lovers' Association (PTTK) is the only organisation in Poland uniting tourists. It has over 600,000 members. PTTK was founded in Cracow in 1873, and it organises a lot of tourist activities of local, national and international importance. It has a monopoly in educating and employing guides and marking tourist trails, and its own facilities — mainly designed for qualified tourists. It issues its own magazine, possesses its own publishing house and has the foreign tourist office.

Most of the PTTK activities are concentrated in the national parks. This is the reason behind the opposition between tourism and the idea of nature protection, e.g. the proper utilisation of tourist shelters is an important problem. Many of those located in the national parks were built about one hundred years ago, and they do not have sewage systems. In others the sewage system was built, but it cannot handle the overusage.

PTTK feels responsible for this situation and it undertakes many tasks to protect nature. The Nature Protection Committee, which is the continuation of the Tatra Protection Section founded in 1912, is the special section of PTTK dealing with nature protection.

It encourages those ideas of the development of a tourism base which do not destroy the natural environment — among other things it declares for building only small tourist shelters in the mountains destined only for the qualified tourists. PTTK also gives its opinion on physical local plans of national parks.

Nature Protection Guard was called into existence by PPTK. It is a body of interventional character and it is entitled to punish those who break the rules in the protected areas. 10,000 members of PPTK are active in the Nature Protection Guard.

Another body – The Culture Service of the Trail – was organised by PPTK. It aims to inform tourists about the general rules of behaviour on the tourist trails, particularly in the national parks and reservations.

The system of Information, Intervention and Alarm is also active. Postcards serve as a means of information about the danger threatening nature. PPTK gives these postcards to tourists and they post them to PPTK offices conveying the information to the local authorities.

At the beginning of 1979, PPTK will organise a meeting on the subject of "Tourism in National Parks". The managers of national parks and the authorities of PPTK will take part in it. The report based on the detailed questionnaire sent to the park managers will be the starting point for the discussion. We expect that the improvement of tourism and its negative influence on nature in parks will diminish, as a result of the meeting.

THE LOCAL POPULATION

Public Participation and Planning

THEO. BURRELL, National Park Officer, Peak National Park.

In public participation and planning, as in 'meeting the public', the essential factor is to start from the basis of what the public do, and what they want, noted Mr. Burrell.

People come to participate in the planning process through three channels. First may come the planners' initiative, which might be stimulated by complaints about past decisions (e.g. routes/standards of roads) or by a past inability to implement a decision because of local resistance. Three other possible reasons behind planner/public co-operation are that participation is 'fashionable', it may be an administrative requirement or the planners' conscience may be involved.

There are advantages and disadvantages to the situation where participation arises through public pressure on an inactive public authority. On the one hand there is initiative and involvement on the part of the public, yet their concern may often be specialised and aggressive (making diplomatic solutions harder to attain), and the public authority, although prodded into action, may lack commitment.

Conference participants pictured outside Losehill Hall.



The third of these channels to participation is where there is a combined operation between the public and the public authority. Problems can arise here through rival interests (for example half of what a farmer wants and half of what a tourist wants often makes a nonsense) and through slow progress, although where there is agreement and opinions don't change, progress can be rapid.

At the same time as attempts are going on to share problem solution with the public, other events may occur which can help or hinder effective action. Bringing politics into the situation may make the problem worse. Regardless of formal 'participation', a disaster may occur, the examples of the *Torrey Canyon* and *Amoco Cadiz* oil spills and the Seveso chemical works disaster in Italy being appropriate reminders. This has raised the question 'must one always wait for the disaster?' before decisions are taken, and the action taken in direct response to a disaster may not always be the rational course. Those groups or individuals lobbying for a specific interest may not appreciate the other factors relevant to the planning matter.

Theo. Burrell suggested five ways to involve the public and quoted examples from the Peak District:

- (i) Developing a singleness of purpose as in the Park's Rural Land Management Panels which developed shared objectives between agencies.
- (ii) Making the most of an opportunity that will appeal to the public imagination as, for example, the Goyt Traffic Scheme.
- (iii) Starting from the interests that the public already has, as is done in the Information Service.
- (iv) Solving problems with the rural community, as for example, the formation of a farmer's tourism co-operative in an area suffering from depopulation.
- (v) Education in involvement in the future of one's environment — a prime purpose of the Losehill Hall Study Centre.

Farmers and the Public in French Natural Parks

Mme LAURENCE BALAY (for M. L.P. Balay, Director, Parc Naturel d'Armorique.)

Natural Parks in France were founded on March 1st, 1967. There are 20 and they represent 4% of the national territory with only 2% of the national population.

Since the beginning they were different from National Parks in several ways: a low density of population, although still inhabited; no specific laws and no general laws, and; they are run by a management committee comprising local elected members (M.P's, mayors, and members of local parish councils). They are mainly a union of parishes.

Their aims were mainly to keep the cultural heritage and at the same time to develop socio-educative activities on their territories. The development of the economy didn't appear as one of the urgent tasks but arose as a consequence of providing for visitors (holiday makers and people staying for several weeks).

In contrast to the National Parks, the State didn't delegate its powers to Natural Parks, so they have no special powers as the National Parks do, over building, shooting, angling and so on. In the same way, the areas covered by the Parks are made up of private properties. This means that the Parks are acting only by stimulation, either directly through their own planning and managing boards (generally the union of parishes) or through the parishes' committees or socio-professional organisations (chambers of commerce and industry co-operatives, Associations instituted under the law of 1901).

In their charters, Natural Parks have been commissioned to develop several sorts of activities: cultural, socio-educative and leisure. As a result of this, town dwellers might come to the Parks, either for a few hours (school parties), for weekends, or for a longer time (holidays). As the parks' territories are usually rural areas, unstable because of their economic under-development, a consequence of providing for visitors could be the weakening of local structures. The most obvious symptoms of this weakening include the monopolisation of land — holiday houses, recreation land (woods, rivers, lakes, harbours), local people usually investing the money from their sales in other places (a flat to settle the children in town, they buy houses to be rented and so on).

A radical change in the local services can occur, resulting in a rapid raising of prices. The providers of the services are adapted to urban demands. Another symptom can be the taking over of local power by people who don't live there all the year long, whose way of life outside the community leads them to represent local populations at the assemblies where decisions are taken (town council, Association). At the beginning of Natural Parks, some examples from French and foreign parks lead those responsible to be very careful, even distrustful, towards the problems of leisure and tourism.

Some organisations had built large places to receive a seasonal population in a very profit-earning way, and offered activities which, however, lacked any contact with the local population. More recently, a new tendency has appeared which consists of using "typical" elements from the local population, in order to give spice to very often dull though very expensive holidays (such as the use of folk dress for waitresses).

Under these circumstances, analysis has led the Natural Parks to look for another solution that could satisfy a demand – which will come out anyway – with the co-operation of the local population, which is often numerous, as the movement from country to town happened later in France than in other countries. Before this movement was completed, the Government helped farmers, over the whole area, to create facilities for visitors on their farms. These include 'Gites ruraux' which are holiday cottages established in a barn or an unused building to prevent it from being pulled down; camping at the farm; and 'auberges rurales' (inns) with a farmer taking in people for bed and breakfast plus meals, although he must go on running his farm.

Those activities bring some extra money, but to get full use of these facilities it was necessary to find a way either on the farm itself or very near to it, to stimulate all sorts of activities. The Parks' legal structure, and the low amount of money they get, could not allow them to manage by themselves all the activities in their regions – especially because those activities are mainly based on the wishes of the local people. In France, this will be expressed through associations formed under the law of 1901 (non-profit making associations).

In these conditions, the role of the Parks has been to help local Associations, to establish in rural areas activities which have mainly developed in towns, but which are still in agreement with the wishes of the population, and to look for a local partnership before starting a new activity or reviving an old activity.

The examples to follow are only from the Parc d'Armorique as it is the Park I know best and as, to a certain extent, it has been a lesson to other Natural Parks.

In fishing, the Park helps with the cleaning of rivers. This allows a better productivity of the benthos (bottom-dwelling organisms) and so gives better conditions for the breeding and reproduction of fish living in the river. It also reduces the necessity for stocking with fish from outside, and leads to fishing societies taking leases from the river-

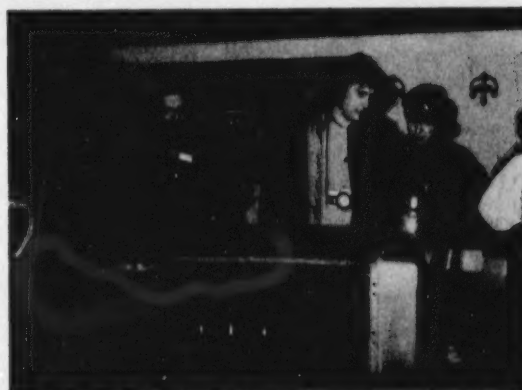
side residents who in France own half of the river bed.

As regards shooting, efforts are made on the creation of inter-parish reserves, giving good conditions for the reproduction and growth of the game, and on the extensive breeding of partridges and hares in order to restock shooting areas with native game to replace the losses of foreign game, which have difficulty in breeding. In these disciplines (fishing and shooting) the associations are absolutely free to decide, in their rules, to decide how many people from the outside can come in, and they negotiate to get the landowner's permission.

The part taken by the Park in walking is very small, consisting of advertising and booklets. These walks are organised regularly by associations. Since nobody wants such and such a path to be overcrowded and without control, instead of advertising for the path itself, the posters give the name of the association where one can find a booklet made by the Park giving details of the walk. So if one wants to walk, one must go to the association and pick up the information. Sometimes, groups are organised. This may seem very strict but it's the only way to avoid problems with a sometimes very distrustful population.

The route maps of the Park have been largely modified before it was set up according to the wishes of farmers who wanted, by this means, to get new access to medium-quality fields, previously very often unused because of the lack of access. Walkers and riders can use the tracks, which are looked after by the farmers who are using them.

A centre for audio-visual activity has been set up in an old school on condition that the local people could use a room as an old peoples' club and as a polling station. The making of a short-length film about this village created friendly links very quickly.



Her Grace, the Duchess of Devonshire welcomed conference members to Chatsworth Farmyard Exhibition – here, 3 members of the Danish contingent (Messrs. Malmkov, Knuth-Winterfeldt and Weernekers, from l. to r.) examine a cut-away vintage tractor.

In order to develop horse trekking, there was a first attempt with farmers who were already breeding horses. It worked for four years and now it has been replaced by a new association with local people.

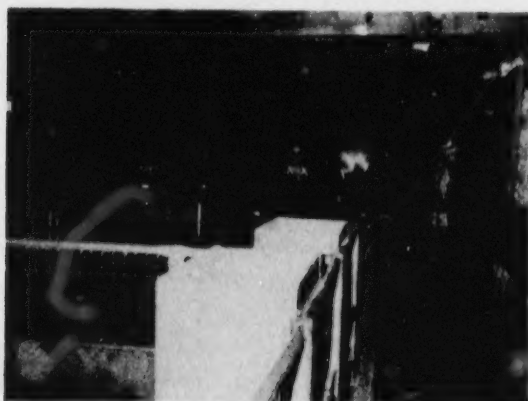
The resort to Associations allows Natural Parks, with very little staff, to lead several actions, anticipating or extending investments. This method combines both the Park's aims and the local people's wishes in terms of financial returns and the absorption of negative leisure aspects, such as crowds, disturbance, trespassing and litter.

The Public on the Farm

GRAHAM TAYLOR, Head of Visitor Services, Countryside Commission.

The Countryside Commission has undertaken a series of studies and experiments into techniques of interpreting modern farming to the public. Based upon the results of this work we have devised a policy for financial support for farm interpretation. These objectives of farm interpretation are : (i) to provide an enjoyable experience associated with a visit to the countryside; (ii) to increase the general visitor's understanding of the farmed countryside and of the way of life of the countryside; (iii) to encourage thoughtful use of the countryside by the visit, and (iv) to allow the agricultural community to understand the urban visitor's approach to the countryside.

Our aim is to help the visitor to understand modern farming and farm practices and to appreciate the role of the farm in managing the countryside. We are not concerned with such aspects as the appreciation of agriculture as a national industry and its role in the economy, for example.



We therefore see farm interpretation as providing a direct experience of a working farm, not untypical of the area. Great importance is placed on the involvement of farmers and on the maintenance of the farm as an economic unit.

The techniques of farm interpretation include: farm visits for school and other groups, farm guided walks for casual visitors, farm open days, farm trails, and farm centres. The Countryside Commission has sponsored an experimental programme of farm guided walks in the Dartmoor National Park, but the main effort has been farm open days, trails and centres.

Farm open days are events staged once or twice each year on an ordinary working farm. An experimental programme ran from 1973 and there is now a regular contract with the Association of Agriculture who act as our agents in organising a programme of over 120 open days each year. Among the most important lessons is the importance of contact between the visitor and the farmer. The first programme of open days, in 1973, was carefully monitored.

Farm trails are permanent self-guided trails, again on ordinary working farms. Between 1974 and 1976, fourteen experimental farm trails were established on a range of contrasting types of farm. Their use was carefully monitored, and it was learnt that, for most people, a visit to a farm is essentially a visit to the farmstead and that for the visitor the most interesting and attractive enterprises are those involving animals.

Farm centres we have defined as "working farms, owned and managed for the purpose of interpreting modern farming to the public". From a study of the feasibility of farm centres at Shipley Country Park and Croxteth Country Park we have concluded that the farming enterprises can, and should, be run at a profit as commercial enterprises. The only concessions might be in the wider range of activities than might be found on a normal farm. The major cost of a farm centre is the establishment of the farm enterprises.

Public interest in farming is enormous, with open days attracting upwards of 100,000 visitors a year. Although farm trails have a limited capacity they provide a form of interpretation which is accessible at all reasonable times. Compared to farm centres, trails are less capital intensive, but only centres could cope with very large numbers of visitors.

The pigs at Glatworth provided some amusement!

A single large national centre has been rejected in favour of a strategy based on a number of smaller centres, close to towns and cities. It is considered that ordinary working farms have an important part to play, and the participation of the farming community in farm interpretation through farm open days, trails and visits is very welcome.

Working farms offer the opportunity for the visitor to relate to the farmer – part of the fascination of farming is that of someone's job and way of life. Working farms are more easily understood as a working, economic unit than as abstract concepts in special displays. Most of all, farm interpretation is to be seen as part of the interpretation of the countryside as a whole.

Publications

- Farm Open Days, CCP 77, 1975.
- Farm Open Days, Advisory Booklet No. 3, 1978.
- Farm Trails Leaflet.
- Shipley Country Park Interpretation Plan, CCP 85, 1976.
- Croxteth Park Management Plan, Working Paper 1977.

THURSDAY, 28 SEPTEMBER, 1978

DISCUSSION TOPICS AND CONCLUSIONS

The Local Population

Discussion Group 1 – PUBLIC PARTICIPATION AND PLANNING – Chaired by Theo. Burrell.

Topics

- (1) What forms of participation succeed and what forms fail?
- (2) How do you get commitment throughout the Plan?
- (3) How do you encourage people to take a wider view?
- (4) What matters are particularly important in 'lived-in' protected landscapes?
- (5) Any other recommendations?

Conclusions

- (i) Public participation must relate to the life of the public one seeks to involve. It is not enough to place a plan or deposit in a remote office during business hours – most people will be working then and people do not usually visit public offices from choice! Presentation must be simple and of interest to the public. Unfortunately some problems are complicated; involvement is therefore a gradual process, dependent also on education. You had to grasp opportunities when they offered themselves.
- (ii) There were no easy answers to the question of commitment. Opinion varied over time and there was always a danger of constant change of plan as different groups felt they were adversely affected.
As far as local people were concerned it was essential that the plan was not just for an external need, but that everyone could be seen to benefit in some way.
- (iii) A wider view and commitment came from real involvement which could lead to commitment. The example of the Peak's Rural Management Groups was cited.
- (iv) Of particular importance in a "lived-in" protected landscape was for all invitations to discussion to be accepted by authority. The Poles have a system whereby everyone can pass his view direct to a government department and is entitled to a full reply that showed his ideas had been fully considered. The feeling was that, at the end of the day, there would also need to be (varying according to language) Cow Trading, Cattle Trading or Horse Trading!
- (v) Problems and biases obviously differed between countries and over time. In some Mediterranean countries, tourism was now more important economically than rural land management.

Discussion Group 2 – FARMERS AND THE PUBLIC IN FRENCH NATURAL PARKS –
Chaired by Mme Laurence Balay.

Topics

- (1) What policies of farm and rural tourism are practised in other countries?
- (2) How does the tourism fit in with rural life?

Conclusions

- (i) Each country is involved to a different extent in farm tourism, with France and Britain having the most developed schemes. In France, the option is left to the local community whether to be involved. The population of Denmark has close ties with agriculture, so there is no public pressure for farm tourism. In Portugal, the economic benefit to the farmer of tourism will be the significant point when such schemes are begun.
- (ii) Farm Open Days/Trails are a reaction to already-existing public pressures. Farm tourism should be at the level, with small numbers of people, that does not overwhelm the farming activity.
- (iii) Farm visits are essentially aimed at enhancing the quality of urban man's life. The possibility of an Urban Commission was suggested.



Discussion Group 3 – THE PUBLIC ON THE FARM –
Chaired by Graham Taylor

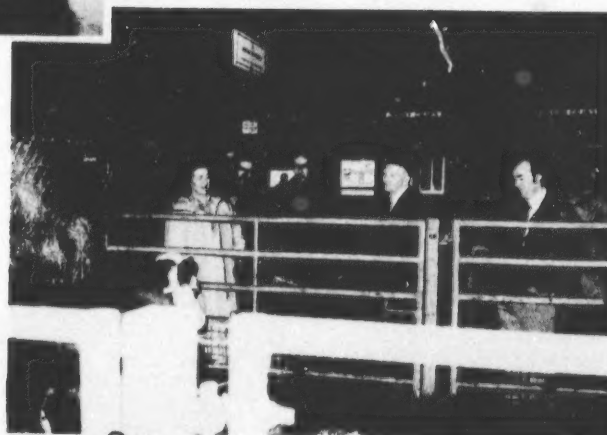
Topics

- (1) Farm interpretation . . . to what end?
- (2) Meeting the needs of different audiences.
- (3) Reality versus convenience.

Conclusions

- (i) Sheer pressure on the countryside forced farm tourism to develop, and the potential economic benefits to the farmers involved can be very high. (For example, a farm near London had 10,000 visitors in one day, and took £8,000 in entrance fees, parking fees and sale of produce).
- (ii) Most European countries are more agriculturally based than are, for example, largely industrialised U.K. and Germany. It is in these industrialised countries that farm tourism is relevant at the moment.
- (iii) Farm tourism may develop to involve the wider issues that arise from modern, intensive methods of farming, e.g. broiler chickens, hormones in feed.
- (iv) There is a case for providing the farmer with the opportunity to visit urban communities.
- (v) Both Denmark and U.K. felt that visits of school parties to farms were very important, particularly as this stimulates adults to visit a farm.
- (vi) It is clear that not all farmers will be good at dealing with the public.

Mr. Matti Helminen (left) interviews Mr. Ivor Morten, vice-chairman of the Peak Park and a local farmer, for a Finnish radio station.



The exhibition cow shed at Chatsworth.

LIST OF CONFERENCE PARTICIPANTS

Mme Laurence Balay* (for Louis-Pierre Balay)	Director, Parc Natural Regional D'Armorique, FRANCE.
Eric Bardell*	Chief Ranger, Peak National Park.
Phil Bennell	Assistant Director, Management, Peak National Park.
Theo. Burrell*	National Park Officer, Peak National Park.
Mr. Brian Burrows	Senior Ranger, Teggs Nose Country Park, Cheshire, ENGLAND.
Mr. George Challenger	Project Officer, Peak National Park, Bakewell, ENGLAND.
Mr. Mazcos A. Daniel	Conservator of Forests, Department of Forestry, Ministry of Agriculture and Natural Resources, Nicosia, CYPRUS.
Mr. Hugo Delanghe	Secretary, Natuur 2000, Brussels, BELGIUM.
Michael Dower*	Director, Dartington Amenity Research Trust.
Mr. N. Embry	Group Leader, County Planning Department, East Sussex County Council, Lewes, ENGLAND.
Crispin Gill*	Editor, The Countryman.
Mr. G. G. Hall	National Trust, Ambleside, Cumbria, ENGLAND.
Mr. Matti Helminen	Co-ordinator of Multiple Use, National Board of Forestry, Helsinki, FINLAND.
Dr. Peter Heron	(Visiting Research Fellow, University of Birmingham) Department Recreation Administration, University of Alberta, CANADA.
Mr. Peer Holstein	Chief Planning Officer, Conservation Planning Committee, West Sealand, DENMARK.
Stanley Jeeves*	Council for the Protection of Rural England.
Ms. Lynn Johnson	Research Assistant, Vancouver, CANADA.
Mr. E. Karmiris	Forester, District Forest Office, Chalkida, GREECE.
Mr. Paul-Henrik Knuhtsen	Fredningsplanudvalget for Arhus Amt, DENMARK.
Mr. H. Knuth-Winterfeldt	Head of Section, Ministry of the Environment, Copenhagen, DENMARK.
Mrs. M. D. Laverack	Assistant Director, Countryside Commission, Cheltenham, ENGLAND.
Mr. Pat MacOscair	Forestry Inspector, Forest & Wildlife Service, Co. Wicklow, EIRE.
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Mr. Jose Marques Moreira	Director of Services, National Park Service, Lisbon, PORTUGAL.
Ivor Morten*	Vice Chairman, Peak Park Joint Planning Board.
Mr. David Rice	Regional Planning Officer, Countryside Commission for Scotland, Perth, SCOTLAND.
Mr. J. C. Rowley	Deputy County Land Agent and Valuer, Cumbria County Council, Carlisle, ENGLAND.
Januse Rygielsky*	President, Committee of Nature Protection (Polish Society of Tourism).
Lord Sandford*	President, Council for Environmental Education.
Mr. Peter Sheehan	Working Plans Officer, Forestry Commission, Victoria, AUSTRALIA (studying in England).
Mr. A. Sutherland	Assistant Land Agent, Nature Conservancy Council, Aberdeen, SCOTLAND.
Graham Taylor*	Head of Visitor Services, Countryside Commission.
Ray Taylor*	Planning Officer Countryside Commission, Leeds.
Peter Townsend*	Principal, Peak National Park Study Centre (Losehill Hall).
Mr. G. C. Weernekers	Department of Open Air Recreation, Ministry of Cultural Affairs, Recreation and Social Welfare, Rijswijk, NETHERLANDS.
Mr. Howard White	Senior Assistant, Development Control, Peak National Park, Bakewell, ENGLAND.
Mr. R. J. E. Williams	Senior Landscape Architect, Derek Lovejoy and Partners, Derbyshire, ENGLAND.
Norman Wilson*	Chairman, Peak Park Joint Planning Board.
Mr. Alex Youel	Information Assistant, Peak National Park, Bakewell, ENGLAND.

*Speaker.

Peak National Park Study Centre

Losehill Hall

The Centre

Losehill Hall is the first residential centre to be established by a National Park Authority in Britain, and it has been provided by the Peak Park Joint Planning Board assisted by the Countryside Commission. It was opened in November, 1972, by Princess Anne and its purpose is to give people the opportunity to learn more about the Peak District National Park and the countryside, and to provide a pleasant place in which to stay whilst doing so. It aims to give an awareness of the principles and problems which raise important issues in National Parks, especially the Peak District, and the environment generally.

Accommodation

The Centre was originally a private house built in 1882 by a businessman who owned lead mines in Castleton and some cotton mills in Manchester. It stands in 27 acres of parkland, and for its present purpose it has been modernised and an extension added so that there is accommodation for 60 in single and double bedrooms, all with hot and cold water. The whole building is centrally heated and there is an efficient drying room. There is a comfortable lounge/social area with television, and pleasant dining room. Facilities for teaching comprise a purpose-built, versatile teaching area which can be quickly and easily divided into smaller units. The range of audio-visual equipment includes a video-tape recorder and portable television camera, a large slide library and a dark-room. The library has a wide range of books related to all aspects of conservation. A shop in reception sells everyday articles, including pens, notebooks and publications.

How to get there

The Centre is situated half a mile east of Castleton village on the A625 Sheffield/Chapel-en-le-Frith road, and is easily accessible from most parts of the United Kingdom. The nearest station is Hope (1½ miles from the Centre) on the Sheffield/Manchester line and the nearest mainline is Sheffield. The Sheffield/Castleton bus (Nos. 272 and 172) stops at the bottom of the drive. There is a large car park.

Motorway Exit Points: Visitors travelling north or south on the M1 and M6 motorways may find the following recommended exit points useful in planning their journey to Losehill Hall :

Northwards on M1

Exit 29 to A617

Southwards on M1

Exit 36 to A61 to A57

Northwards on M6

Exit 14 to A34 to A520

Southwards on M6/M61/M63

Exit 11 (on M63) to A6

Further help?

For full details of courses and further information please contact the Principal, Peter Townsend, Losehill Hall, Castleton, Derbyshire, S30 2WB. Telephone: Office, Hope Valley (STD 0433) 20373; Residents, 20568.